PATENT ABSTRACTS OF JAPAN

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(54) USER COMMUNICATION METHOD, ELECTRONIC MALL SYSTEM AND RECORDING MEDIUM

(57)Abstract:

PROBLEM TO BE SOLVED: To enable a user utilizing an electronic mall system to obtain satisfaction by promoting the user to communicate with other users.
SOLUTION: An introduction information data base for storing the introduction information of users having purchased commodities is previously prepared, a user check screen for checking whether user communication service has been used or not is displayed on the terminal equipment of a user purchasing a commodity by an electronic mall, the information indicating the existence of use and inputted to the use check picture is registered in the introduction information data base. When a retrieval instruction for a certain user is generated, the introduction information data base is retrieved based on a retrieving condition for the user, an introduction information screen HG5 for the user hit by the retrieval can be displayed on the terminal equipment of the user himself (or herself) and the introduction information screen HG6 of the user can be displayed also on the terminal equipment of another user.
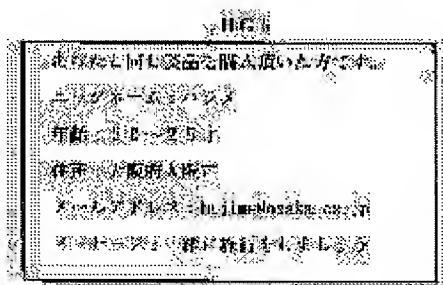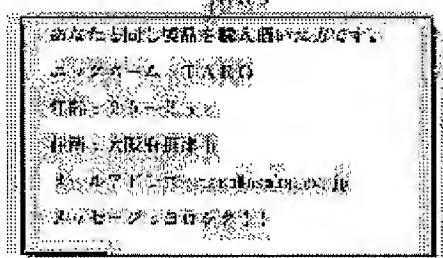
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CLAIMS

[Claim(s)]
[Claim 1] It is the user communication approach in the shopping-mall-on-the-Internet system constituted possible that a user accesses a shopping mall on the Internet using a terminal unit, and conducts dealings of goods or services. The introductory information about the user who conducted dealings of goods or services The introductory information database which relates with the information which specifies the goods for dealings or service, and is stored is formed. When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Are predetermined or said introductory Information database is searched based on the retrieval conditions set up by the user concerned. Other users who conducted dealings of the goods with which the user concerned trades, the same goods as service, or services are extracted. The user communication approach in the shopping-mall-on-the-Internet system characterized by what the display of the extracted introductory information about other users to said user's terminal unit is enabled for.
[Claim 2] The user communication approach in a shopping-mall-on-the-Internet system of being the user communication approach according to claim 1, enabling the display of the use check screen for checking the existence of use of user communication service to a user's terminal unit, and carrying out as the object of retrieval only by those of user communication service with use, and the registered introductory information about a user in case the information about the existence of use inputted in said use check screen registers into said introductory-information database and said introductory-information database searches.
[Claim 3] The user communication approach in a shopping-mall-on-the-Internet system whose input is the user communication approach according to claim 2, and displays said introductory information about the user concerned, or is enabled in said use check screen.
[Claim 4] That a user accesses a shopping mall on the Internet using a terminal unit, and conducts dealings of goods or services is the shopping-mall-on-the-Internet system constituted possible. The introductory information database which stores the introductory information about the user who conducted dealings of goods or services, As opposed to the user who conducts dealings of goods or services in said shopping mall on the Internet The means for enabling the display of the use check screen for checking the existence of use of user communication service to the terminal unit of the user concerned, When there are a means to register into said introductory information database the information about the existence of use which the user inputted in said use check screen, and retrieval directions from a user Predetermined Or a means to search said introductory information database based on the retrieval conditions set up by the user concerned, The means whose display to the terminal unit of a user with retrieval directions of the introductory information about a user hit by retrieval is enabled. The shopping-mall-on-the-Internet system characterized by having the means whose display to the terminal unit of the user who hit the introductory information about a user with retrieval directions by retrieval is enabled.
[Claim 5] The shopping-mall-on-the-Internet system according to claim 4 controlled so that said all introductory information about the user concerned is displayed on said use check screen.
[Claim 6] The shopping-mall-on-the-Internet system according to claim 4 or 5 which transmits the introductory information concerned to the mail address of the user concerned by E-mail in order to enable the display of said introductory information to a terminal unit.
[Claim 7] The shopping-mall-on-the-Internet system according to claim 4 to 6 which comes to have a means for enabling the display of the goods selection screen for choosing the goods or service which should be set up as retrieval conditions from the goods with which the user traded, or service to the terminal unit of the user concerned.
[Claim 8] It Is the shopping-mall-on-the-Internet system according to claim 4 to 7 to which it refers also about said group database when the group database for registering goods or the group relevant to service is formed and said means to search has retrieval directions.
[Claim 9] It is the record medium with which that a user accesses a shopping mall on the Internet using a terminal unit, and conducts dealings of goods or services recorded the program for the user communication approach in the shopping-mall-on-the-Internet system constituted possible. The processing which relates the introductory information about the user who conducted dealings of goods or services with the information which specifies the goods for dealings, or service, and stores it in an introductory information database, When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Predetermined Or the processing which extracts other users who conducted dealings of the goods with which said introductory information database is searched based on the retrieval conditions set up by the user concerned, and the user concerned trades, the same goods as service, or services, The record medium which stored the program for making a computer perform processing which enables the display of the extracted introductory information about other users to said user's terminal unit and in which computer reading is possible.

[Translation done.]

DETAILED DESCRIPTION

[Detailed Description of the Invention]
[0001]
[Field of the Invention] This invention relates to a record medium at the user communication approach and shopping-mall-on-the-Internet system list in a shopping-mall-on-the-Internet system.
[0002] The shopping-mall-on-the-Internet system using the Internet or personal computer communications attracts attention as a new circulation gestalt. For example, the shopping mall on the Internet using the Internet is established on the homepage of a WWW server, and each tenant takes out a store there, and it displays and sells goods. The user who operates terminal units, such as a personal computer, i.e., a consumer, and a customer access a shopping mall on the Internet through the Internet, and if there are goods to buy, he will write in and place an order for address and name or a credit number with the form on a screen.
[0003] the store of a shopping mall on the Internet -- a department store, a specialty store, a works outlet, a selling-directly-to-the-consumer store, various wholesale stores or a retail store, various ticket dealers, etc. -- it is -- size -- goods various at various stores or service is dealt with.
[0004]
[Description of the Prior Art] In the conventional shopping mall on the Internet using the Internet, if a user accesses a shopping mall on the Internet, the homepage of a shopping mall on the Internet will be displayed on the screen of a user's terminal unit. In order to know what kind of store (tenant) has opened to the shopping mall on the Internet, a user chooses a store list and makes it display on the screen.
[0005] A user chooses a store with the target store or interest from store list screens. The homepage of the selected store is displayed by this and various goods or service is displayed by operating it further. If a user has the goods of a wish, he can choose it, and he can purchase by performing predetermined procedure.
[0006]
[Problem(s) to be Solved by the Invention] As mentioned above, in the conventional shopping mall on the Internet, various goods can be easily purchased by operating the personal computer of a house.
[0007] However, although the purchase of the goods in a shopping mall on the Internet was easy, since it was only performing the store and dialogue which were established by the screen through the terminal unit, the communication with the salesclerk of a store or other users was insufficient for the user, and he was not able to say it as what fully fulfills satisfaction in this point.
[0008] This invention was made in view of the above-mentioned problem, promotes that the user using a shopping-mall-on-the-Internet system aims at communication with other users etc., and aims at providing with a record medium the user communication approach and shopping-mall-on-the-Internet system list in the shopping-mall-on-the-Internet system which made it possible to acquire satisfaction more by this.
[0009]
[Means for Solving the Problem] It is the user communication approach in the shopping-mall-on-the-Internet system constituted possible for a user to access the approach concerning invention of claim 1 in a shopping mall on the Internet using a terminal unit, and to conduct dealings of goods or services. The introductory information about the user who conducted dealings of goods or services The introductory information database which relates with the information which specifies the goods for dealings or service, and is stored is formed. When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Are predetermined or said introductory information database is searched based on the retrieval conditions set up by the user concerned. Other users who conducted dealings of the goods with which the user concerned trades, the same goods as service, or services are extracted, and the display of the extracted introductory information about other users to said user's terminal unit is enabled.
[0010] The approach concerning invention of claim 2 enables the display of the use check screen for checking the existence of use of user communication service to a user's terminal unit, and in case the information about the existence of use inputted in said use check screen is registered into said introductory-information database and said introductory-information database is searched, it carries out as the object of retrieval only by those of user communication service with use, and the registered introductory information about a user.
[0011] In said use check screen, the approach concerning invention of claim 3 displays said introductory information about the user concerned, or makes an input possible. A user accessing the system concerning invention of claim 4 in a shopping mall on the Internet using a terminal unit, and conducting dealings of goods or services is the shopping-mall-on-the-Internet system constituted possible. The introductory information database which stores the introductory information about the user who conducted dealings of goods or services, As opposed to the user who conducts dealings of goods or services in said shopping mall on the Internet The means for enabling the display of the use check screen for checking the existence of use of user communication service to the terminal unit of the user concerned, When there are a means to register into said introductory information database the information about the existence of use which the user inputted in said use check screen, and retrieval directions from a user Predetermined Or a means to search said introductory information database based on the retrieval conditions set up by the user concerned, It has the means whose display to the terminal unit of the means whose display to the terminal unit of a user with retrieval directions of the introductory information about a user hit by retrieval is enabled, and the user who hit the introductory information about a user with retrieval directions by retrieval is enabled.
[0012] It is controlled by the system concerning invention of claim 5 by said use check screen so that said all introductory information about the user concerned is displayed. In the system concerning invention of claim 6, in order to enable the display of said introductory information to a terminal unit, the introductory information concerned is transmitted to the mail address of the user concerned by E-mail.
[0013] It comes to have a means for enabling the display of the goods selection screen for choosing the goods or service which should

be set up as retrieval conditions from the goods with which the user traded, or service to the terminal unit of the user concerned in the system concerning invention of claim 7.

[0014] When the group database for registering goods or the group relevant to service is formed and said means to search has retrieval directions, it refers to the system concerning invention of claim 8 also about said group database.

[0015] The record medium concerning invention of claim 9 is a record medium with which that a user accesses a shopping mall on the Internet using a terminal unit, and conducts dealings of goods or services recorded the program for the user communication approach in the shopping-mall-on-the-Internet system constituted possible. The processing which relates the introductory information about the user who conducted dealings of goods or services with the information which specifies the goods for dealings, or service, and stores it in an introductory information database, When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Predetermined Or the processing which extracts other users who conducted dealings of the goods with which said introductory information database is searched based on the retrieval conditions set up by the user concerned, and the user concerned trades, the same goods as service, or services, It is the record medium which stored the program for making a computer perform processing which enables the display of the extracted introductory information about other users to said user's terminal unit and in which computer reading is possible.

[0016] A user can access a shopping mall on the Internet through the various networks of the Internet, intranet, WAN and LAN, a public line, and others by operating terminal units 5 and 6. In the shopping mall on the Internet in this specification, a shopping mall on the Internet, a virtual Mall, a cybermall, or on-line shopping is included. Moreover, material or immaterial various dealings, such as admission to the school for subscription on the organization for receiving the application for receiving the purchase of the goods by the user and service and service, a sport, or health promotion, are included in dealings of goods or services.

[0017] A user can require acquisition of introductory information through a terminal unit always, while having accessed the shopping mall on the Internet. That is, a user can require acquisition of introductory information at the time of the arbitration after conducting dealings, immediately after conducting dealings, before conducting dealings of goods or services in a shopping mall on the Internet.

[0018] The terminal units 5 and 6 concerning this invention are realized using a personal computer, a workstation, or a general purpose computer. The program for performing the approach concerning this invention is stored in record media, such as semiconductor memory, a hard disk, CD-ROM, a floppy disk, or a magneto-optic disk. Loading of the program stored in the record medium is carried out timely on main memory, and it is performed by the processor. In that case, drive equipments, such as a CD-ROM drive, a floppy disk drive, or a Magnetic-Optical disk drive, are used if needed. When the record medium is formed in other servers connected with communication lines, such as a network, through a communication line, a program is read in a server or it downloads. A program can be supplied so that it may operate under various OS's, a platform, system environment, or a network environment.

[0019]
[Embodiment of the Invention] The block diagram showing the configuration of the shopping-mall-on-the-Internet system 1 which drawing 1 requires for this invention, drawing in which drawing 2 shows the example of the configuration of the user database 14, and drawing 3 are drawings showing the example of the circle database 15.

[0020] In drawing 1 , the shopping-mall-on-the-Internet system 1 is constituted from many accessible users' (customer) terminal unit 5, 5 --, a terminal unit 6 of many tenants who registered with the server 4, 6 --, etc. by the server 4 through the server 4 for registering and managing the tenant (store) employed in the shopping-mall-on-the-Internet system 1, and the Internet 7.

[0021] The tenant master 11, the goods master 12, the order master 13, the user database 14, the circle database 15, the program 17 for users, the tenant administration support program 18, the program 19 for communication, etc. are formed in the server 4. The user database 14 is equivalent to the introductory information database in this invention, and the circle database 15 is equivalent to the group database in this invention.

[0022] Data, such as a tenant code, a tenant name, and a refurbishment opening day, are stored in the tenant master 11 about each tenant registered into the shopping-mall-on-the-Internet system 1. A tenant code is a code for the discernment given to each tenant. A tenant name (store name) is each tenant's name. A refurbishment opening day is the date registered into the shopping-mall-on-the-Internet system 1, or the date which became accessible.

[0023] Data, such as a tenant code, a bar code, a trade name, a price, and a goods registration day, are stored in the goods master 12 about each goods. A bar code is a code for identifying goods. Each tenant can access only about a tenant's goods own [each] among the data stored in the goods master 12, and can perform new registration of goods, updating, deletion, etc. Those activities can be done by upload of the data from the goods file for updating which is on the screen of a terminal unit 6, or was created beforehand.

[0024] Data, such as a tenant code, a bar code, an order number, a purchaser name or a user code, a destination, an order day (sales day), the number, and the order amount of money (sales amount of money), are stored in the order master 13 about each order of a user. It is written in the order master 13 by order of a user. Each tenant can access only to the data of the order to the tenant itself about the order master 13.

[0025] The user database 14 stores the data (introductory information) about the user who purchased goods with the purchase data. In drawing 2 , there are the goods part number GT, a trade name GN, the purchase time BD, a customer number UB, the use flag UF, the customer name UN, the customer address UA, a mail address MA, Nickname NN, Sex SE, Age AG, and a message MG as an item registered into the user database 14.

[0026] The goods part number GT is data for specifying the goods which the user purchased. For example, the bar code attached in a part number, a dealer, etc. which are attached in a manufacturer etc. is used. In the example of drawing, they are "kattobi-40", "senpuki", etc. It may replace with the goods part number GT, and a bar code may be used.

[0027] A trade name GN is the usual name of goods. You may not be, when goods data are registered separately. In the example of drawing, they are "the **** jump 400", a "fan", etc. The purchase time BD is the time in which the customer purchased goods. In the example of drawing, it is "98/12/01" etc. A customer number UB is data for specifying a purchaser. The code attached for every a customer's telephone number or customer is used. In the example of drawing, it is "yamasita001" etc.

[0028] The use flag UF is a flag which shows whether a customer uses a purchaser communication system. When using, it is "1", and it is "0" when not using. Although it is necessary to input it at the time of purchase, since the customer name UN does not use a main name in a purchaser communication system, there may be. [no]

[0029] The customer address UA consists of all prefectures, a cities, towns and villages county, and three data of a detail. In case the data of all prefectures and a cities, towns and villages county search an introductory appropriate person with according to address, they are required. Moreover, in the purchaser communication system of this operation gestalt, since a customer's address is exhibited to a cities, towns and villages county therefore, data divide and are registered. Although the data of a detail are required at the time of the purchase of goods, they may not be a purchaser communication system.

[0030] The mail address MA is required in order to transmit mail of introductory information automatically from a purchaser communication system to a customer. Nickname NN is used in case the customer concerned is introduced to other customers. In the example of drawing, it is "HAJIME" etc. In case Sex SE and Age AG search introductory information with according to sex or age, they are required. In case Message MG introduces the customer concerned to other customers, it is used.

[0031] The goods part number GT, a customer number UB, the use flag UF, and a mail address MA are indispensable data among these data. The data from the goods part number GT to a mail address MA are registered by inputting on the purchase processing screen HG2 displayed when a customer purchases goods. When it inputs on the use check screen HG3 for performing registration about use of a purchaser communication system, additional registration of the data after Nickname NN is carried out automatically.

[0032] In addition, in the example of drawing, although these data were stored in one user database 14, only the data (purchase data) of the goods part number GT, a trade name GN, the purchase time BD, and a customer number UB may be registered into the user database 14, and other data (introductory information) may register a customer number UB into another database as a key, for example. This is efficient, when the same user accesses the shopping-mall-on-the-Internet system 1 repeatedly and comes to purchase goods repeatedly for example.

[0033] The circle database 15 stores the activity situation, the conditions about collection of the member to a circle, etc. about various circles. In drawing 3 , there are the circle code CC, the circle name CN and the representative nickname RN, the representative mail address RM, the age configuration AC, the sex configuration SC, the activity address AA, Message CM, the use flag CF, and conditions CD wishing an extract as an item registered into the circle database 15.

[0034] The circle code CC is data for specifying a circle. In the example of drawing, it is "001" etc. As for the age configuration AC, for "1" and his twenties, "2" and his 30's are [his teens / "3" and his 40's] "4." Only for a male, only "1" and a woman are ["2" and man-and-woman mixing of the sex configuration SC] "0." When using the use flag CF for "1" when using, not using, using it only for "0" and a male and using it only for "2" and a woman, it is "3."

[0035] There are a purchase goods part number, age, and the address in the conditions CD wishing an extract. In each circle, by setting up the suitable conditions for these, the user who suits the condition is introduced to a circle, and a circle is introduced to the user. It is possible to register two or more data into a purchase goods part number. Moreover, in not limiting a purchase goods part number, it registers "0." When the data of age are "12" like the example of drawing, it is introduced only to the user in his teens and his twenties. Only in the case of "0" and the same all prefectures, only in the case of "1" and the same cities, towns and villages county, the data of the address are "2" when not asking the address.

[0036] It is data indispensable about the circle code CC, the representative mail address RM, the use flag CF, and the purchase goods part number of the conditions CD wishing an extract among these data. These data are registered or corrected by performing an input from the registration screen HG10 of circle data.

[0037] It returns to drawing 1 and the program 174 for performing the program 172 for receiving the program 171 for displaying the tenant page to the screen of terminal units 5 and 6 and the order from a user as a program 17 for users and goods retrieval etc. exists. These programs can be immediately performed by the request from terminal units 5 and 6.

[0038] As a tenant administration support program 18, the program 183 for enquiry of the program 181 for the registration to a new tenant's tenant master 11 and creation, the program 182 for registration to the goods master 12, and the order situation from a tenant etc. exists. These programs can be immediately performed by the request from a terminal unit 6.

[0039] The program 19 for communication is a program for realizing a purchaser communication system in the shopping-mall-on-the-Internet system 1. By activation of the program 19 for communication, the display of the use check screen HG3 to a customer's terminal unit 5 is enabled, and the data which the customer inputted in the use check screen HG3 are registered into the user database 14. Moreover, by activation of the program 19 for communication, when there are retrieval directions, the user database 14 is searched according to the specified retrieval conditions. The display to the terminal unit 5 of a customer with retrieval directions of the introductory information about a user hit by retrieval is enabled, and the display to ****** 5 ** of the customer or circle hit by retrieval of the introductory information about a customer with retrieval directions is enabled.

[0040] In addition, the administrative program etc. is established although illustration was omitted. Although it may be carrying out mutually-independent [of the program 17 for these users the tenant administration support program 18, the program 19 for communication, the administrative program, etc.], they may be mutually interwoven with each other. That is, these distinction may be considered to be notional things.

[0041] Next, the purchaser communication system by the shopping-mall-on-the-Internet system 1 is explained. Drawing showing the example of the menu selection screen HG1 where drawing 4 is displayed on the screen of a terminal unit 5, Drawing in which drawing 5 shows the example of the purchase processing screen HG2, drawing in which drawing 6 shows the example of the use check screen HG3, Drawing in which drawing 7 shows the example of the introduction check screen HG4, drawing in which drawing 8 shows the example of the introductory information screen 5 and HG 6, Drawing in which drawing 9 shows other examples of the introductory information screen HG7, drawing in which drawing 10 shows the customer check screen HG8, drawing in which drawing 11 shows the goods selection screen HG9, and drawing 12 are drawings showing the example of the registration screen HG10 of circle data.

[0042] If a user accesses the shopping mall on the Internet of a server 4 through the Internet 7, the homepage of a shopping mall on the Internet will be displayed on the screen of a user's terminal unit 5. The menu selection screen HG1 shown in drawing 4 here is displayed. In the menu selection screen HG1, it can choose whether it goes to a goods page, or it goes to a purchaser communication system by clicking either of the carbon buttons SP and CP.

[0043] When a user accesses the shopping-mall-on-the-Internet system 1 for the first time, the carbon button SP for going to a goods page is usually clicked. The screen which chooses a store is displayed by this and various goods are displayed. Here, a certain user explains as what purchases a motorbike. However, it is possible to apply about various goods, such as a passenger car, a musical instrument, and a game.

[0044] A user's input of the directions for purchasing a favorite motorbike displays the purchase processing screen HG2 on a terminal unit 5. In the purchase processing screen HG2 shown in drawing 5 , the goods data GD and the customer data UD are displayed. As goods data GD, a trade name GN, the goods part number GT, etc. are displayed based on the data of the specified goods. As customer data UD, items, such as the customer name UN, the customer address UA, and a mail address MA, are displayed, and a customer inputs about each. If the confirmation button which is not illustrated is pushed after inputting on a screen, the customer data UD which goods-data-GD(ed) and were inputted will be registered into the user database 14.

[0045] After registration is made, the use check screen HG3 shown in drawing 6 is displayed. In the use check screen HG3 shown in drawing 6 , the alternative DCC about the explanatory note DCB about a purchaser communication system and the existence of use and additional data DCD in the case of using are displayed. By the explanatory note DCB, a user gets to know the outline of a purchaser communication system, and chooses the existence of the use. When "it does not use" is chosen, it is not necessary to input the data after it, and does not register with the user database 14. [of Alternative DCC] In using, it inputs additional data DCD. The existence of use and the select data about the contents are registered as a use flag UF.

[0046] In the information DCD 1 to which it is opened of additional data DCD, the data inputted or displayed in the purchase processing screen HG2 are displayed as a default about the goods part number GT, the purchase time BD, and the customer address UA. It is possible to correct these data. About the customer address UA, even all prefectures and a cities, towns and villages county are displayed. A user inputs about data, such as Nickname NN. When a purchaser communication system is used, the information DCD 1 which was displayed here and which is released is transmitted to other users or circles as introductory information. Therefore, a user

can get the sense of security that otherwise self data do not flow into a contingency.

[0047] As an extraction condition DCD 2, there are the "maximum extract number" and "priority of an extract." In case the "maximum extract number" searches introductory information, it is for restricting the number extracted by the hit. A search engine adds retrieval conditions and repeats retrieval until it becomes the number specified here. Sex, the address, and the priority of age are chosen and specified in "priority of an extract." If a confirmation button BT1 is pushed after finishing an input, additional registration of those data will be carried out at the user database 14, and it will be registered as retrieval conditions.

[0048] After additional registration is made, the introduction check screen HG4 shown in drawing 7 is displayed. In the introduction check screen HG4 shown in drawing 7 , immediately, a user pushes the O.K. carbon button BT2 for introductory information, in wanting. Retrieval processing to the user database 14 and the circle database 15 is performed by this.

[0049] Retrieval of the user database 14 is the user who purchased the same goods as the goods which the user concerned purchased out of all registration data, and is processing which extracts the user who agrees mutually on the retrieval conditions specified by a user and other users concerned.

[0050] Retrieval of the circle database 15 is processing which extracts the circle which agrees mutually about the goods which the user concerned purchased in a user's retrieval conditions DCD 2 and the extraction condition CD of a circle out of all registration data.

[0051] The data (introductory information) about the extracted user or circle are immediately displayed on a terminal unit 5 as an introductory information screen HG5. However, you may make it transmit to the mail address MA of the user concerned later. Moreover, the introductory information of the user concerned is transmitted to other users' extracted mail address MA, and the representative mail address RM of a circle after that. In other users or circles, the transmitted introductory information can be displayed as an introductory information screen HG6 by operating a terminal unit 5. Thus, the user or circle which received transmission by transmitting introductory information by E-mail can see the introductory information at the time of arbitration, also when having not accessed the shopping-mall-on-the-Internet system 1.

[0052] The introductory information screen HG5 shown in drawing 8 (A) is displayed on the screen of the terminal unit 5 of the user concerned, and the introductory information of "TARO" is displayed. Moreover, the introductory information screen HG6 shown in drawing 8 (B) is displayed on the terminal unit 5 of "TARO" which is other users, and the introductory information of "HAJIME" which is the user concerned is displayed there. Therefore, these users were able to find other users who agree with the conditions which purchased the same goods as the goods which self purchased, and self specified. These users should just send a message to the mail address MA displayed there, in order to deepen further mutual communication. Thus, an acquaintance can be easily found safely by considering goods as agency. In addition, when there is introductory information about two or more users, it can be made to display by scrolling a screen in the introductory information screen HG5 shown in drawing 8 (A).

[0053] The introductory information screen HG7 shown in drawing 9 is displayed on the terminal unit 5 of the user concerned. In this example, not only other users but the introductory information about a circle is displayed.

[0054] That is, in the introductory information screen HG7, the introductory information about two circles and other three users is displayed. What is necessary is just to transmit [the user concerned is interested in about those circles] a message to each representative mail address RM to case or join.

[0055] Thus, it is promoted by using a purchaser communication system that the user using the shopping-mall-on-the-Internet system 1 aims at communication with other users etc. By this, a user becomes possible [acquiring more satisfaction].

[0056] Next, the case where it is going to use a purchaser communication system is explained not at the time of the user who purchased goods purchasing goods but at the time of subsequent arbitration.

[0057] A user accesses the shopping mall on the Internet of a server 4, and displays the menu selection screen HG1 shown in drawing 4 . In this menu selection screen HG1, a click of the carbon button CP for going to a purchaser communication system displays the customer check screen HG8 shown in drawing 10 .

[0058] In the customer check screen HG8 shown in drawing 10 , a user inputs a customer number UB and pushes the O.K. carbon button BT3. By this, the program 19 for communication searches the user database 14, and extracts the data corresponding to a customer number UB. Consequently, the goods selection screen HG9 shown in drawing 11 is displayed.

[0059] In the goods selection screen HG9 shown in drawing 11 , it chooses the introductory information over which goods he wants. It is also possible to choose two or more goods. Moreover, it is also possible to except the goods chosen until now from selection. That is, in the goods selection screen HG9, the goods concerning use of a purchaser communication system can be changed. After choosing goods here, the use check screen HG3 is displayed about the goods. The actuation and processing after this are the same as above-mentioned explanation. It will carry out in the use check screen HG3 here to change the contents.

[0060] In addition, registration of the data to the circle database 15 is performed by inputting data in the registration screen HG10 shown in drawing 12 . On the registration screen HG10, required data, such as data, such as the circle name CN, and the conditions CD wishing an extract, are inputted, and the registration carbon button BT4 is pushed. The inputted data are registered into the circle database 15 by this.

[0061] Next, actuation of the purchaser communication system in the shopping-mall-on-the-Internet system 1 is explained with reference to a flow chart. Drawing 13 is the flow chart which shows actuation of the whole at the time of the goods purchase of a purchaser communication system, and a flow chart which shows the actuation at the time of the arbitration of a purchaser communication system of drawing 14 .

[0062] In drawing 13 , after the purchase processing screen HG2 performs purchase processing of goods (#11), when using a purchaser communication system, yes) and the use check screen HG3 are displayed by (#12, additional data DCD is inputted there, and it registers with the user database 14 (#13).

[0063] When the introduction at the time is directed, retrieval of yes), the user database 14, and the circle database 15 is performed by (#14, and introductory information is extracted (#15). When the corresponding user or circle exists, introduction processing for displaying yes) and the introductory information screen 5, 6, and HG 7 by (#16 is performed (#17). When there is no corresponding user, processing for displaying that is performed (#18).

[0064] In drawing 14 , goods are chosen on the goods selection screen HG9 (#21). Additional data DCD is inputted or corrected from the use check screen HG3, and it is registered (#22). It points to interruption of introduction processing, and introductory information is extracted by retrieval of the user database 14 and the circle database 15 as long as there is nothing (it is yes at #22) (#23). When the corresponding user or circle exists, yes) and introduction processing are performed by (#24 (#25). When there is no corresponding user, processing for displaying that is performed (#26).

[0065] Drawing 15 is drawing showing the gestalt of the record medium ST of the program for performing the approach concerning this invention. As shown in drawing 15 , the circuit point media STC, such as a server or DASD tied with the portable medium STB, a network, or communication lines STD, such as the stores STA, such as main memory prepared in Processor PS, RAM and ROM, or a hard disk, CD-ROM, a floppy disk, or a magneto-optic disk, or communication line STD itself is available as a record medium ST.

[0066] When a record medium ST is the portable medium STB, a program is read by the drive equipment corresponding to the class of

portable medium STB, and is stored in the store STA of Processor PS, or loading is carried out on main memory, and it is performed. When a record medium ST is the circuit point medium STC, a program is downloaded to Storage STA through a communication line STD, or is transmitted timely and performed. A program can be supplied so that it may operate under various OS's, a platform, system environment, or a network environment.

[0067] In an above-mentioned operation gestalt, it is possible to direct retrieval processing of introductory information at the time of the and subsequent arbitration about the user who registered use of a purchaser communication system and registered additional data DCD into the user database 14. However, once registering use of a purchaser communication system, even if it does not direct retrieval processing positively itself, the user concerned is extracted, when other users register with a purchaser communication system newly, retrieval processing which makes the user a sending agency is performed and the user concerned corresponds. That is, this purchaser communication system does not need to direct retrieval processing afterwards, unless retrieval conditions are changed since it always has possibility that registration of the data to the user database 14 is early and that introduction processing will be performed in spite of being late. In addition, the count of a part with early registration to which retrieval processing is performed increases, and it is advantageous in this point. [of the user who registered with the user database 14 early]

[0068] In addition, in an above-mentioned operation gestalt, after the user purchased goods, it was made to direct retrieval processing of introductory information, but before a user purchases goods, it is also possible for it to be made to direct retrieval processing of introductory information about the goods specified by a user. Although the above-mentioned example explained the case where a user purchased goods, it is possible to apply, when conducting material or immaterial various dealings, such as admission to the school for subscription on the organization for receiving the application for receiving service and service, a sport, or health promotion.

[0069] In an above-mentioned operation gestalt, a configuration or the contents of processing of the contents of the configuration of each screen HG, contents, the alphabetic character arranged and displayed, and the flow chart and sequence, the whole shopping-mall-on-the-Internet system 1, or each part etc. can be suitably changed in accordance with the meaning of this invention.

[0070]

[Effect of the Invention] According to this invention, the user using a shopping-mall-on-the-Internet system promotes aiming at communication with other users etc., and becomes possible [acquiring satisfaction more by this].

[0071] According to invention of claim 5, only the information displayed on the use check screen is transmitted to other users or circles as introductory information. Therefore, a user can get the sense of security that otherwise self data do not flow into a contingency.

[0072] According to Invention of claim 6, a user becomes possible [seeing introductory information] at the time of arbitration, even when having not accessed a shopping mall on the Internet. According to invention of claim 7, in a goods selection screen, it becomes possible to change the goods concerning use of a purchaser communication system.

[0073] According to invention of claim 8, a user can know the group relevant to goods easily, and can aim at much more promotion of the communication which considered goods as agency.

[Translation done.]

TECHNICAL FIELD

[Field of the Invention] This invention relates to a record medium at the user communication approach and shopping-mall-on-the-Internet system list in a shopping-mall-on-the-Internet system.
[0002] The shopping-mall-on-the-Internet system using the Internet or personal computer communications attracts attention as a new circulation gestalt. For example, the shopping mall on the Internet using the Internet is established on the homepage of a WWW server, and each tenant takes out a store there, and it displays and sells goods. The user who operates terminal units, such as a personal computer, i.e., a consumer, and a customer access a shopping mall on the Internet through the Internet, and if there are goods to buy, he will write in and place an order for address and name or a credit number with the form on a screen.
[0003] the store of a shopping mall on the Internet -- a department store, a specialty store, a works outlet, a selling-directly-to-the-consumer store, various wholesale stores or a retail store, various ticket dealers, etc. -- it is -- size -- goods various at various stores or service is dealt with.

[Translation done.]

PRIOR ART

[Description of the Prior Art] In the conventional shopping mall on the Internet using the Internet, if a user accesses a shopping mall on the Internet, the homepage of a shopping mall on the Internet will be displayed on the screen of a user's terminal unit. In order to know what kind of store (tenant) has opened to the shopping mall on the Internet, a user chooses a store list and makes it display on the screen.
[0005] A user chooses a store with the target store or interest from store list screens. The homepage of the selected store is displayed by this and various goods or service is displayed by operating it further. If a user has the goods of a wish, he can choose it, and he can purchase by performing predetermined procedure.

[Translation done.]

EFFECT OF THE INVENTION

[Effect of the Invention] According to this invention, the user using a shopping-mall-on-the-Internet system promotes aiming at communication with other users etc., and becomes possible [acquiring satisfaction more by this].
[0071] According to invention of claim 5, only the information displayed on the use check screen is transmitted to other users or circles as introductory information. Therefore, a user can get the sense of security that otherwise self data do not flow into a contingency.
[0072] According to invention of claim 6, a user becomes possible [seeing introductory information] at the time of arbitration, even when having not accessed a shopping mall on the Internet. According to invention of claim 7, in a goods selection screen, it becomes possible to change the goods concerning use of a purchaser communication system.
[0073] According to invention of claim 8, a user can know the group relevant to goods easily, and can aim at much more promotion of the communication which considered goods as agency.

[Translation done.]

TECHNICAL PROBLEM

[Problem(s) to be Solved by the Invention] As mentioned above, in the conventional shopping mall on the Internet, various goods can be easily purchased by operating the personal computer of a house.
[0007] However, although the purchase of the goods in a shopping mall on the Internet was easy, since it was only performing the store and dialogue which were established by the screen through the terminal unit, the communication with the salesclerk of a store or other users was insufficient for the user, and he was not able to say it as what fully fulfills satisfaction in this point.
[0008] This invention was made in view of the above-mentioned problem, promotes that the user using a shopping-mall-on-the-Internet system aims at communication with other users etc., and aims at providing with a record medium the user communication approach and shopping-mall-on-the-Internet system list in the shopping-mall-on-the-Internet system which made it possible to acquire satisfaction more by this.

[Translation done.]

MEANS

[Means for Solving the Problem] It is the user communication approach in the shopping-mall-on-the-Internet system constituted possible for a user to access the approach conoeming invention of claim 1 in a shopping mall on the Internet using a terminal unit, and to conduct dealings of goods or services. The introductory information about the user who conducted dealings of goods or services The introductory information database which relates with the information which specifies the goods for dealings or service, and is stored is formed. When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Are predetermined or said introductory information database is searched based on the retrieval conditions set up by the user concerned. Other users who conducted dealings of the goods with which the user concerned trades, the same goods as service, or services are extracted, and the display of the extracted introductory information about other users to said user's terminal unit is enabled.

[0010] The approach conoeming invention of olaim 2 enables the display of the use oheok screen for checking the existence of use of user communication service to a user's terminal unit, and in case the information about the existence of use inputted in said use check screen is registered into said introductory-information database and said introductory-information database is searched, it carries out as the object of retrieval only by those of user communication service with use, and the registered introductory information about a user.

[0011] In said use check screen, the approach concerning invention of claim 3 displays said introductory information about the user concerned, or makes an input possible. A user accessing the system concerning invention of claim 4 in a shopping mall on the Internet using a terminal unit, and conducting dealings of goods or services is the shopping-mall-on-the-Internet system constituted possible. The introductory information database which stores the introduotory information about the user who oonduoted dealings of goods or services, As opposed to the user who conducts dealings of goods or services in said shopping mall on the Internet The means for enabling the display of the use check screen for checking the existence of use of user communication service to the terminal unit of the user concerned, When there are a means to register into said introductory information database the information about the existence of use which the user inputted in said use check screen, and retrieval directions from a user Predetermined Or a means to search said introductory information database based on the retrieval conditions set up by the user concerned, It has the means whose display to the terminal unit of the means whose display to the terminal unit of a user with retrieval directions of the introductory information about a user hit by retrieval is enabled, and the user who hit the introductory information about a user with retrieval directions by retrieval is enabled.

[0012] It is controlled by the system concerning invention of claim 5 by said use check screen so that said all introductory information about the user concerned is displayed. In the system concerning invention of claim 6, in order to enable the display of said introductory information to a terminal unit, the introductory information concerned is transmitted to the mail address of the user concerned by E-mail.

[0013] It comes to have a means for enabling the display of the goods selection screen for choosing the goods or service which should be set up as retrieval conditions from the goods with which the user traded, or service to the terminal unit of the user concerned in the system concerning invention of claim 7.

[0014] When the group database for registering goods or the group relevant to service is formed and said means to search has retrieval directions, it refers to the system concerning invention of claim 8 also about said group database.

[0015] The reoord medium concerning invention of claim 9 is a record medium with which that a user accesses a shopping mall on the Internet using a terminal unit, and conducts dealings of goods or services recorded the program for the user communication approach in the shopping-mall-on-the-Internet system constituted possible. The processing which relates the introductory information about the user who conducted dealings of goods or services with the information which specifies the goods for dealings, or service, and stores it in an introductory information database, When there is a demand of acquisition of introductory information through a terminal unit from the user who conducts dealings of goods or services in said shopping mall on the Internet Predetermined Or the processing which extracts other users who conducted dealings of the goods with which said introductory information database is searched based on the retrieval conditions set up by the user concerned, and the user concerned trades, the same goods as service, or services, It is the reoord medium which stored the program for making a computer perform processing which enables the display of the extracted introductory information about other users to said user's terminal unit and in which computer reading is possible.

[0016] A user can access a shopping mall on the Internet through the various networks of the Internet, intranet, WAN and LAN, a public line, and others by operating terminal units 5 and 6. In the shopping mall on the Internet in this specification, a shopping mall on the Internet, a virtual Mall, a cybermall, or on-line shopping is included. Moreover, material or immaterial various dealings, such as admission to the school for subscription on the organization for receiving the application for receiving the purchase of the goods by the user and service and service, a sport, or health promotion, are included in dealings of goods or services.

[0017] A user can require acquisition of introductory information through a terminal unit always, while having accessed the shopping mall on the Internet. That is, a user can require acquisition of introductory information at the time of the arbitration after conducting dealings, immediately after conducting dealings, before conducting dealings of goods or services in a shopping mall on the Internet.

[0018] The terminal units 5 and 6 concerning this invention are realized using a personal computer, a workstation, or a general purpose computer. The program for performing the approach concerning this invention is stored in record media, such as semiconductor memory, a hard disk, CD-ROM, a floppy disk, or a magneto-optic disk. Loading of the program stored in the record medium is carried out timely on main memory, and it is performed by the processor. In that case, drive equipments, such as a CD-ROM drive, a floppy disk drive, or a Magnetic-Optical disk drive, are used if needed. When the record medium is formed in other servers connected with communication lines, such as a network, through a communication line, a program is read in a server or it downloads. A program can be supplied so that it may operate under various OS's, a platform, system environment, or a network environment.

[0019]
[Embodiment of the Invention] The block diagram showing the configuration of the shopping-mall-on-the-Internet system 1 which

drawing 1 requires for this invention, drawing in which drawing 2 shows the example of the configuration of the user database 14, and drawing 3 are drawings showing the example of the circle database 15.

[0020] In drawing 1 , the shopping-mall-on-the-Internet system 1 is constituted from many accessible users' (customer) terminal unit 5, 5 ---, a terminal unit 6 of many tenants who registered with the server 4, 6 ---, etc. by the server 4 through the server 4 for registering and managing the tenant (store) employed in the shopping-mall-on-the-Internet system 1, and the Internet 7.

[0021] The tenant master 11, the goods master 12, the order master 13, the user database 14, the circle database 15, the program 17 for users, the tenant administration support program 18, the program 19 for communication, etc. are formed in the server 4. The user database 14 is equivalent to the introductory information database in this invention, and the circle database 15 is equivalent to the group database in this invention.

[0022] Data, such as a tenant code, a tenant name, and a refurbishment opening day, are stored in the tenant master 11 about each tenant registered into the shopping-mall-on-the-Internet system 1. A tenant code is a code for the discernment given to each tenant. A tenant name (store name) is each tenant's name. A refurbishment opening day is the date registered into the shopping-mall-on-the-Internet system 1, or the date which became accessible.

[0023] Data, such as a tenant code, a bar code, a trade name, a price, and a goods registration day, are stored in the goods master 12 about each goods. A bar code is a code for identifying goods. Each tenant can access only about a tenant's goods own [each] among the data stored in the goods master 12, and can perform new registration of goods, updating, deletion, etc. Those activities can be done by upload of the data from the goods file for updating which is on the screen of a terminal unit 6, or was created beforehand.

[0024] Data, such as a tenant code, a bar code, an order number, a purchaser name or a user code, a destination, an order day (sales day), the number, and the order amount of money (sales amount of money), are stored in the order master 13 about each order of a user. It is written in the order master 13 by order of a user. Each tenant can access only to the data of the order to the tenant itself about the order master 13.

[0025] The user database 14 stores the data (introductory information) about the user who purchased goods with the purchase data. In drawing 2 , there are the goods part number GT, a trade name GN, the purchase time BD, a customer number UB, the use flag UF, the customer name UN, the customer address UA, a mail address MA, Nickname NN, Sex SE, Age AG, and a message MG as an item registered into the user database 14.

[0026] The goods part number GT is data for specifying the goods which the user purchased. For example, the bar code attached in a part number, a dealer, etc. which are attached in a manufacturer etc. is used. In the example of drawing, they are "kattobi-40", "senpuki", etc. It may replace with the goods part number GT, and a bar code may be used.

[0027] A trade name GN is the usual name of goods. You may not be, when goods data are registered separately. In the example of drawing, they are "the **** jump 400", a "fan", etc. The purchase time BD is the time in which the customer purchased goods. In the example of drawing, it is "98/12/01" etc. A customer number UB is data for specifying a purchaser. The code attached for every a customer's telephone number or customer is used. In the example of drawing, it is "yamasita001" etc.

[0028] The use flag UF is a flag which shows whether a customer uses a purchaser communication system. When using, it is "1", and it is "0" when not using. Although it is necessary to input it at the time of purchase, since the customer name UN does not use a main name in a purchaser communication system, there may be. [no]

[0029] The customer address UA consists of all prefectures, a cities, towns and villages county, and three data of a detail. In case the data of all prefectures and a cities, towns and villages county search an introductory appropriate person with according to address, they are required. Moreover, in the purchaser communication system of this operation gestalt, since a customer's address is exhibited to a cities, towns and villages county therefore, data divide and are registered. Although the data of a detail are required at the time of the purchase of goods, they may not be a purchaser communication system.

[0030] The mail address MA is required in order to transmit mail of introductory information automatically from a purchaser communication system to a customer. Nickname NN is used in case the customer concerned is introduced to other customers. In the example of drawing, it is "HAJIME" etc. In case Sex SE and Age AG search introductory information with according to sex or age, they are required. In case Message MG introduces the customer concerned to other customers, it is used.

[0031] The goods part number GT, a customer number UB, the use flag UF, and a mail address MA are indispensable data among these data. The data from the goods part number GT to a mail address MA are registered by inputting on the purchase processing screen HG2 displayed when a customer purchases goods. When it inputs on the use check screen HG3 for performing registration about use of a purchaser communication system, additional registration of the data after Nickname NN is carried out automatically.

[0032] In addition, in the example of drawing, although these data were stored in one user database 14, only the data (purchase data) of the goods part number GT, a trade name GN, the purchase time BD, and a customer number UB may be registered into the user database 14, and other data (introductory information) may register a customer number UB into another database as a key, for example. This is efficient, when the same user accesses the shopping-mall-on-the-Internet system 1 repeatedly and comes to purchase goods repeatedly for example.

[0033] The circle database 15 stores the activity situation, the conditions about collection of the member to a circle, etc. about various circles. In drawing 3 , there are the circle code CC, the circle name CN and the representative nickname RN, the representative mail address RM, the age configuration AC, the sex configuration SC, the activity address AA, Message CM, the use flag CF, and conditions CD wishing an extract as an item registered into the circle database 15.

[0034] The circle code CC is data for specifying a circle. In the example of drawing, it is "001" etc. As for the age configuration AC, for "1" and his twenties, "2" and his 30's are [his teens / "3" and his 40's] "4." Only for a male, only "1" and a woman are ["2" and man-and-woman mixing of the sex configuration SC] "0." When using the use flag CF for "1" when using, not using, using it only for "0" and a male and using it only for "2" and a woman, it is "3."

[0035] There are a purchase goods part number, age, and the address in the conditions CD wishing an extract. In each circle, by setting up the suitable conditions for these, the user who suits the condition is introduced to a circle, and a circle is introduced to the user. It is possible to register two or more data into a purchase goods part number. Moreover, in not limiting a purchase goods part number, it registers "0." When the data of age are "12" like the example of drawing, it is introduced only to the user in his teens and his twenties. Only in the case of "0" and the same all prefectures, only in the case of "1" and the same cities, towns and villages county, the data of the address are "2" when not asking the address.

[0036] It is data indispensable about the circle code CC, the representative mail address RM, the use flag CF, and the purchase goods part number of the conditions CD wishing an extract among these data. These data are registered or corrected by performing an input from the registration screen HG10 of circle data.

[0037] It returns to drawing 1 and the program 174 for performing the program 172 for receiving the program 171 for displaying the tenant page to the screen of terminal units 5 and 6 and the order from a user as a program 17 for users and goods retrieval etc. exists. These programs can be immediately performed by the request from terminal units 5 and 6.

[0038] As a tenant administration support program 18, the program 183 for enquiry of the program 181 for the registration to a new tenant's tenant master 11 and creation, the program 182 for registration to the goods master 12, and the order situation from a tenant

etc. exists. These programs can be immediately performed by the request from a terminal unit 6.

[0039] The program 19 for communication is a program for realizing a purchaser communication system in the shopping–mall–on–the–Internet system 1. By activation of the program 19 for communication, the display of the use check screen HG3 to a customer's terminal unit 5 is enabled, and the data which the customer inputted in the use check screen HG3 are registered into the user database 14. Moreover, by activation of the program 19 for communication, when there are retrieval directions, the user database 14 is searched according to the specified retrieval conditions. The display to the terminal unit 5 of a customer with retrieval directions of the introductory information about a user hit by retrieval is enabled, and the display to ****** 5 ** of the customer or circle hit by retrieval of the introductory information about a customer with retrieval directions is enabled.

[0040] In addition, the administrative program etc. is established although illustration was omitted. Although it may be carrying out mutually–independent [of the program 17 for these users the tenant administration support program 18, the program 19 for communication, the administrative program, etc.], they may be mutually interwoven with each other. That is, these distinction may be considered to be notional things.

[0041] Next, the purchaser communication system by the shopping–mall–on–the–Internet system 1 is explained. Drawing showing the example of the menu selection screen HG1 where drawing 4 is displayed on the screen of a terminal unit 5, Drawing in which drawing 5 shows the example of the purchase processing screen HG2, drawing in which drawing 6 shows the example of the use check screen HG3, Drawing in which drawing 7 shows the example of the introduction check screen HG4, drawing in which drawing 8 shows the example of the introductory information screen 5 and HG 6, Drawing in which drawing 9 shows other examples of the introductory information screen HG7, drawing in which drawing 10 shows the customer check screen HG8, drawing in which drawing 11 shows the goods selection screen HG9, and drawing 12 are drawings showing the example of the registration screen HG10 of circle data.

[0042] If a user accesses the shopping mall on the Internet of a server 4 through the Internet 7, the homepage of a shopping mall on the Internet will be displayed on the screen of a user's terminal unit 5. The menu selection screen HG1 shown in drawing 4 here is displayed. In the menu selection screen HG1, it can choose whether it goes to a goods page, or it goes to a purchaser communication system by clicking either of the carbon buttons SP and CP.

[0043] When a user accesses the shopping–mall–on–the–Internet system 1 for the first time, the carbon button SP for going to a goods page is usually clicked. The screen which chooses a store is displayed by this and various goods are displayed. Here, a certain user explains as what purchases a motorbike. However, it is possible to apply about various goods, such as a passenger car, a musical instrument, and a game.

[0044] A user's input of the directions for purchasing a favorite motorbike displays the purchase processing screen HG2 on a terminal unit 5. In the purchase processing screen HG2 shown in drawing 5 , the goods data GD and the customer data UD are displayed. As goods data GD, a trade name GN, the goods part number GT, etc. are displayed based on the data of the specified goods. As customer data UD, items, such as the customer name UN, the customer address UA, and a mail address MA, are displayed, and a customer inputs about each. If the confirmation button which is not illustrated is pushed after inputting on a screen, the customer data UD which goods–data–GD(ed) and were inputted will be registered into the user database 14.

[0045] After registration is made, the use check screen HG3 shown in drawing 6 is displayed. In the use check screen HG3 shown in drawing 6 , the alternative DCC about the explanatory note DCB about a purchaser communication system and the existence of use and additional data DCD in the case of using are displayed. By the explanatory note DCB, a user gets to know the outline of a purchaser communication system, and chooses the existence of the use. When "it does not use" is chosen, it is not necessary to input the data after it, and does not register with the user database 14. [of Alternative DCC] In using, it inputs additional data DCD. The existence of use and the select data about the contents are registered as a use flag UF.

[0046] In the information DCD 1 to which it is opened of additional data DCD, the data inputted or displayed in the purchase processing screen HG2 are displayed as a default about the goods part number GT, the purchase time BD, and the customer address UA. It is possible to correct these data. About the customer address UA, even all prefectures and a cities, towns and villages county are displayed. A user inputs about data, such as Nickname NN. When a purchaser communication system is used, the information DCD 1 which was displayed here and which is released is transmitted to other users or circles as introductory information. Therefore, a user can get the sense of security that otherwise self data do not flow into a contingency.

[0047] As an extraction condition DCD 2, there are the "maximum extract number" and "priority of an extract." In case the "maximum extract number" searches introductory information, it is for restricting the number extracted by the hit. A search engine adds retrieval conditions and repeats retrieval until it becomes the number specified here. Sex, the address, and the priority of age are chosen and specified in "priority of an extract." If a confirmation button BT1 is pushed after finishing an input, additional registration of those data will be carried out at the user database 14, and it will be registered as retrieval conditions.

[0048] After additional registration is made, the introduction check screen HG4 shown in drawing 7 is displayed. In the introduction check screen HG4 shown in drawing 7 , immediately, a user pushes the O.K. carbon button BT2 for introductory information, in wanting. Retrieval processing to the user database 14 and the circle database 15 is performed by this.

[0049] Retrieval of the user database 14 is the user who purchased the same goods as the goods which the user concerned purchased out of all registration data, and is processing which extracts the user who agrees mutually on the retrieval conditions specified by a user and other users concerned.

[0050] Retrieval of the circle database 15 is processing which extracts the circle which agrees mutually about the goods which the user concerned purchased in a user's retrieval conditions DCD 2 and the extraction condition CD of a circle out of all registration data.

[0051] The data (introductory information) about the extracted user or circle are immediately displayed on a terminal unit 5 as an introductory information screen HG5. However, you may make it transmit to the mail address MA of the user concerned later. Moreover, the introductory information of the user concerned is transmitted to other users' extracted mail address MA, and the representative mail address RM of a circle after that. In other users or circles, the transmitted introductory information can be displayed as an introductory information screen HG6 by operating a terminal unit 5. Thus, the user or circle which received transmission by transmitting introductory information by E–mail can see the introductory information at the time of arbitration, also when having not accessed the shopping–mall–on–the–Internet system 1.

[0052] The introductory information screen HG5 shown in drawing 8 (A) is displayed on the screen of the terminal unit 5 of the user concerned, and the introductory information of "TARO" is displayed. Moreover, the introductory information screen HG6 shown in drawing 8 (B) is displayed on the terminal unit 5 of "TARO" which is other users, and the introductory information of "HAJIME" which is the user concerned is displayed there. Therefore, these users were able to find other users who agree with the conditions which purchased the same goods as the goods which self purchased, and self specified. These users should just send a message to the mail address MA displayed there, in order to deepen further mutual communication. Thus, an acquaintance can be easily found safely by considering goods as agency. In addition, when there is introductory information about two or more users, it can be made to display by scrolling a screen in the introductory information screen HG5 shown in drawing 8 (A).

[0053] The introductory information screen HG7 shown in drawing 9 is displayed on the terminal unit 5 of the user concerned. In this

example, not only other users but the introductory information about a circle is displayed.

[0054] That is, in the introductory information screen HG7, the introductory information about two circles and other three users is displayed. What is necessary is just to transmit [the user concerned is interested in about those circles] a message to each representative mail address RM to case or join.

[0055] Thus, it is promoted by using a purchaser communication system that the user using the shopping-mall-on-the-Internet system 1 aims at communication with other users etc. By this, a user becomes possible [acquiring more satisfaction].

[0056] Next, the case where it is going to use a purchaser communication system is explained not at the time of the user who purchased goods purchasing goods but at the time of subsequent arbitration.

[0057] A user accesses the shopping mall on the Internet of a server 4, and displays the menu selection screen HG1 shown in drawing 4 . In this menu selection screen HG1, a click of the carbon button CP for going to a purchaser communication system displays the customer check screen HG8 shown in drawing 10 .

[0058] In the customer check screen HG8 shown in drawing 10 , a user inputs a customer number UB and pushes the O.K. carbon button BT3. By this, the program 19 for communication searches the user database 14, and extracts the data corresponding to a customer number UB. Consequently, the goods selection screen HG9 shown in drawing 11 is displayed.

[0059] In the goods selection screen HG9 shown in drawing 11 , it chooses the introductory information over which goods he wants. It is also possible to choose two or more goods. Moreover, it is also possible to except the goods chosen until now from selection. That is, in the goods selection screen HG9, the goods concerning use of a purchaser communication system can be changed. After choosing goods here, the use check screen HG3 is displayed about the goods. The actuation and processing after this are the same as above-mentioned explanation. It will carry out in the use check screen HG3 here to change the contents.

[0060] In addition, registration of the data to the circle database 15 is performed by inputting data in the registration screen HG10 shown in drawing 12 . On the registration screen HG10, required data, such as data, such as the circle name CN, and the conditions CD wishing an extract, are inputted, and the registration carbon button BT4 is pushed. The inputted data are registered into the circle database 15 by this.

[0061] Next, actuation of the purchaser communication system in the shopping-mall-on-the-Internet system 1 is explained with reference to a flow chart. Drawing 13 is the flow chart which shows actuation of the whole at the time of the goods purchase of a purchaser communication system, and a flow chart which shows the actuation at the time of the arbitration of a purchaser communication system of drawing 14 .

[0062] In drawing 13 , after the purchase processing screen HG2 performs purchase processing of goods (#11), when using a purchaser communication system, yes) and the use check screen HG3 are displayed by (#12, additional data DCD is inputted there, and it registers with the user database 14 (#13).

[0063] When the introduction at the time is directed, retrieval of yes), the user database 14, and the circle database 15 is performed by (#14, and introductory information is extracted (#15). When the corresponding user or circle exists, introduction processing for displaying yes) and the introductory information screen 5, 6, and HG 7 by (#16 is performed (#17). When there is no corresponding user, processing for displaying that is performed (#18).

[0064] In drawing 14 , goods are chosen on the goods selection screen HG9 (#21). Additional data DCD is inputted or corrected from the use check screen HG3, and it is registered (#22). It points to interruption of introduction processing, and introductory information is extracted by retrieval of the user database 14 and the circle database 15 as long as there is nothing (it is yes at #22) (#23). When the corresponding user or circle exists, yes) and introduction processing are performed by (#24 (#25). When there is no corresponding user, processing for displaying that is performed (#26).

[0065] Drawing 15 is drawing showing the gestalt of the record medium ST of the program for performing the approach concerning this invention. As shown in drawing 15 , the circuit point media STC, such as a server or DASD tied with the portable medium STB, a network, or communication lines STD, such as the stores STA, such as main memory prepared in Processor PS, RAM and ROM, or a hard disk, CD-ROM, a floppy disk, or a magneto-optic disk, or communication line STD itself is available as a record medium ST.

[0066] When a record medium ST is the portable medium STB, a program is read by the drive equipment corresponding to the class of portable medium STB, and is stored in the store STA of Processor PS, or loading is carried out on main memory, and it is performed. When a record medium ST is the circuit point medium STC, a program is downloaded to Storage STA through a communication line STD, or is transmitted timely and performed. A program can be supplied so that it may operate under various OS's, a platform, system environment, or a network environment.

[0067] In an above-mentioned operation gestalt, it is possible to direct retrieval processing of introductory information at the time of the and subsequent arbitration about the user who registered use of a purchaser communication system and registered additional data DCD into the user database 14. However, once registering use of a purchaser communication system, even if it does not direct retrieval processing positively itself, the user concerned is extracted, when other users register with a purchaser communication system newly, retrieval processing which makes the user a sending agency is performed and the user concerned corresponds. That is, this purchaser communication system does not need to direct retrieval processing afterwards, unless retrieval conditions are changed since it always has possibility that registration of the data to the user database 14 is early and that introduction processing will be performed in spite of being late. In addition, the count of a part with early registration to which retrieval processing is performed increases, and it is advantageous in this point. [of the user who registered with the user database 14 early]

[0068] In addition, in an above-mentioned operation gestalt, after the user purchased goods, it was made to direct retrieval processing of introductory information, but before a user purchases goods, it is also possible for it to be made to direct retrieval processing of introductory information about the goods specified by a user. Although the above-mentioned example explained the case where a user purchased goods, it is possible to apply, when conducting material or immaterial various dealings, such as admission to the school for subscription on the organization for receiving the application for receiving service and service, a sport, or health promotion.

[0069] In an above-mentioned operation gestalt, a configuration or the contents of processing of the contents of the configuration of each screen HG, contents, the alphabetic character arranged and displayed, and the flow chart and sequence, the whole shopping-mall-on-the-Internet system 1, or each part etc. can be suitably changed in accordance with the meaning of this invention.

[Translation done.]

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]
[Drawing 1] It is the block diagram showing the shopping-mall-on-the-Internet struoture of a system concerning this invention.
[Drawing 2] It is drawing showing the example of the configuration of a user database.
[Drawing 3] It is drawing showing the example of a circle database.
[Drawing 4] It is drawing showing the example of the menu selection screen HG1 displayed on the screen of a terminal unit.
[Drawing 5] It is drawing showing the example of a purchase processing screen.
[Drawing 6] It is drawing showing the example of a use check screen.
[Drawing 7] It is drawing showing the example of an introduction check screen.
[Drawing 8] It is drawing showing the example of an introductory information screen.
[Drawing 9] It is drawing showing other examples of an introductory information screen.
[Drawing 10] It is drawing showing a customer check screen.
[Drawing 11] It is drawing showing a goods selection screen.
[Drawing 12] It is drawing showing the example of the registration screen of circle data.
[Drawing 13] It is the flow chart which shows actuation of the whole at the time of the goods purchase of a purchaser communication system.
[Drawing 14] It is the flow chart which shows the actuation at the time of the arbitration of a purchaser communication system.
[Drawing 15] It is drawing showing the gestalt of the record medium of the program for performing the approach concerning this invention.
[Description of Notations]
1 Shopping-Mall-on-the-Internet System
5 Six Terminal unit
14 User Database (Introductory Information Database)
15 Circle Database (Group Database)
HG3 Use oheck screen
HG9 Goods selection screen
STA, STB, STC, STD Record medium

[Translation done.]

DRAWINGS

[Drawing 1]
本発明に係る電子モールシステムの構成を示すブロック図
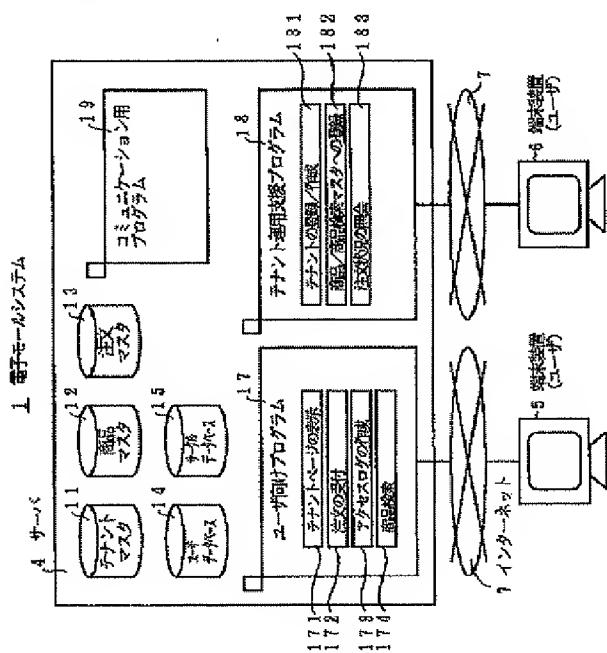
[Drawing 2]
ユーザデータベースの構成の例を示す図

[Drawing 3]

サークルデータベースの例を示す図

サークルコード (SC)	年代権限 (AC)	利用フラグ (CF)	サークル名 (CN)	活動場所 都道府県	活動場所 市町村	購入品総件数	抽出商品条件 詳細	代表者ハンドル (RN)	代表者PA (RM) / メッセージ (CM)	年齢	住所
001	0		かっとびGOGOクラブ	大阪府		角ダソン	中央区石土1-2-123		tatdat@gogo.cx.jp かっとびの会です！	12	1
1234	0					kattobi125, jattou01400, kattobi789					
0123	1		なにわバイクの会	大阪府		花子	浪花区西船-2-123		hana@nwa.cx.jp 大阪市内でバイクに乗っている人の集まっている人が乗う会	123	2
123	1					0					
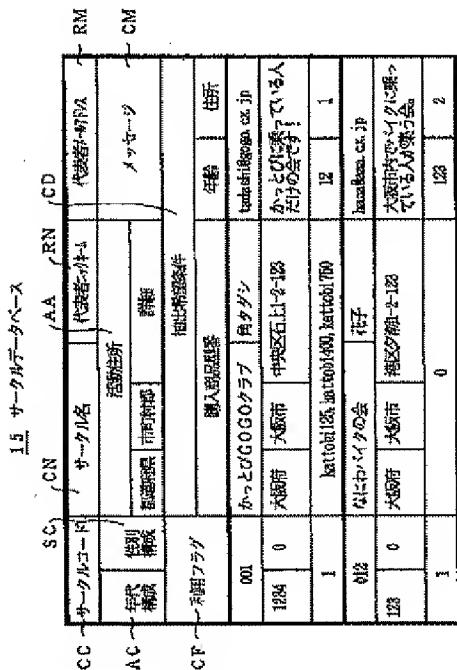
[Drawing 4]

端末装置の表示面に表示されるメニュー選択画面の例を示す図

HG1

○○○モール

どちらかのボタンを押して下さい。

[商品ページへ]　SP

[職人者コミュニケーションシステム　へ]　CP

○○○モールで何か商品をお買い上げ
頂いた方が利用頂けます

[Drawing 5]

購入処理画面の例を示す図

HG2

バイク

「かっとび４００」　GN

型番　kattobi 400　GT

名前：　　　　　UN

住所：　　　　　UA

メールアドレス　：　　　　　MA

・・・・

GD　UD

[Drawing 6]

利用確認画面の例を示す図

HG3

購入者コミュニケーションシステムを利用しますか。
このシステムとは・・（システムの説明文）・・です。
但し、以下の情報がシステムが選んだ紹介先の人に公開されます。

DCB

　　○１．利用しない

DCC

　　○２．同性の方のみ利用する
　　○３．異性の方のみ利用する
　　○４．利用する

　２．～４．を選択された方は以下の空欄を埋めて下さい。

DCD1　★公開される情報

　　・「katobi 400」の購入日　98/05/01

　　・住所　大阪府大阪市

DCD　・ニックネーム　[　　　　　　]

　　・性別　○男　○女

　　・年齢　○10代　○20代　○30代　○40代以上

　　・メッセージ　[　　　　　　]

DCD2　★抽出条件

　　・最大抽出人数　[　　　]　人

　　・抽出の優先順位
　　　・性別　○大変優先する　○優先する　○優先しない
　　　・住所　○大変優先する　○優先する　○優先しない
　　　・年齢　○大変優先する　○優先する　○優先しない

　　　　　　　　　　　　　　　　　[確認]

BT1

[Drawing 7]
紹介確認画面の例を示す図

HG4

いますぐ「かっとび４００」を購入し
たお友達を紹介しますか？

　　　　　　　　[ＯＫ]　　ＢＴ２

[Drawing 10]
顧客確認画面を示す図

HG8

購入者コミュニケーションシステム

顧客番号を入力して下さい。

[yamasita001]　　[ＯＫ]

ＵＢ　　　　　　　ＢＴ３

[Drawing 11]
商品選択画面を示す図

HG9

どの商品に対して、お友達を紹介しま
すか？

□かっとび４００

□扇風機

□・・・

[Drawing 8]

紹介情報画面の例を示す図

(A)

／HG5

```
あなたと同じ製品を購入頂いた方です。
ニックネーム：TARO
年齢：20〜25才
住所：大阪府摂津市
メールアドレス：taro@osaka.cx.jp
メッセージ：ヨロシク！！
```

(B)

／HG6

```
あなたと同じ製品を購入頂いた方です。
ニックネーム：ハジメ
年齢：20〜25才
住所：大阪府大阪市
メールアドレス：hajime@osaka.cx.jp
メッセージ：一緒に旅行をしましょう
```

[Drawing 9]

紹介情報画面の他の例を示す図

／HG7

以下のサークル・個人の方をご紹介します。
以下のサークル・個人の方には、あなたのプロフィールを書いたメールを送信しました。

★サークル

分類	サークル名		
	代表者ニックネーム	代表者メールアドレス	
	年代構成	性別構成	主な活動場所
	メッセージ		
サークル	かっとびGOGOクラブ		
	角タダシ	tadashi@gogo.cx.jp	
	10代20代30代40代以上	男女混合	大阪府大阪市
	かっとびに乗っている人だけの会です！		
サークル	なにわバイクの会		
	花子	hana@aaa.cx.jp	
	10代20代30代	男女混合	大阪府大阪市
	大阪市内でバイクに乗っている人が集う会。是非お越し下さい。		

★個人

分類	ニックネーム	性	年齢	住所
	メールアドレス		メッセージ	
個人	TARO	男	20代	大阪府摂津市
	taro@osaka.cx.jp		ヨロシク！！	
個人	Ms.kkk	女	10代	奈良県吉野郡
	kkk@aaa.cx.jp		ヤンキーですよろしく。	
個人	片山源三	男	40〜	大阪府大阪市
	gen@aaa.cx.jp		歳とっていても若いぞ	

[Drawing 14]

購入者コミュニケーションシステムの任意の時点における
動作を示すフローチャート

```
                  ┌─────────────┐
                  │   スタート   │
                  └──────┬──────┘
                         │
  #21           ┌────────┴────────┐
                │   商品の選択    │
                └────────┬────────┘
                         │
  #22           ┌────────┴────────┐
                │ 追加データ登録処理 │
                └────────┬────────┘
                         │
  #23            ╱──────┴──────╲        NO
               ╱  いますぐ紹介   ╲────────────────┐
               ╲   するか？    ╱                 │
                ╲──────┬──────╱                  │
                       │ YES                     │
  #24           ┌──────┴──────────┐              │
                │ 紹介情報検索処理 │              │
                └────────┬────────┘              │
                         │                       │
  #25            ╱──────┴──────╲    NO            │
               ╱  該当者は存在   ╲─────────┐       │
               ╲   したか？    ╱          │       │
                ╲──────┬──────╱           │       │
                       │ YES      #27     │       │
                       │      ┌───────────┴───┐   │
  #26           ┌──────┴────┐ │ 存在しない旨を表示│   │
                │  紹介処理  │ └───────┬───────┘   │
                └──────┬────┘         │           │
                       │              │           │
                       ├──────────────┘           │
                       ├──────────────────────────┘
                ┌──────┴──────┐
                │   エンド     │
                └─────────────┘
```
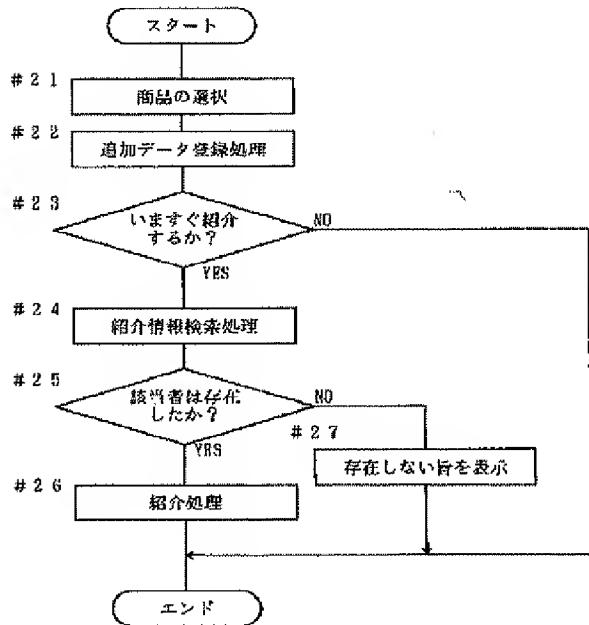
[Drawing 15]

本発明に係る方法を実行するための
プログラムの記録媒体の形態を示す図
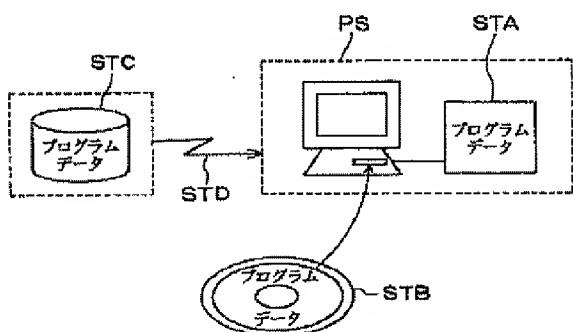
[Drawing 12]

サークルデータの登録画面の例を示す図

HG10

★あなたのサークル情報を入力してドさい

CN → サークル名：[   ]

主な活動場所：（都道府県）[   ]

（市町村郡）[   ]

代表者ニックネーム：[   ]

サークル年代構成：○10代 ○20代 ○30代 ○40代以上

サークル性別構成：○男性のみ ○女性のみ ○男女混合

メールアドレス：[   ]

メッセージ：[   ]

CD → ★どのような人を紹介して欲しいですか。検索条件を入力
して下さい。

購入商品型番：[   ]

性別：○どちらでもよい ○男性 ○女性

住所：○どこでもよい
○活動場所と同じ都道府県のみ
○活動場所と同じ市町村郡のみ

年代：□10代 □20代 □30代 □40代以上
（年代は複数選択可）

[登録]

BT4

[Drawing 13]
購入者コミュニケーションシステムの商品購入時における
全体の動作を示すフローチャート

（スタート）

#11 商品購入処理

#12 コミュニケーションシステム
に登録するか？ — NO

YES

#13 追加データ登録処理

#14 いますぐ紹介
するか？ — NO

YES

#15 紹介情報検索処理

#16 該当者は存在
したか？ — NO

YES

#18 存在しない旨を表示

#17 紹介処理

（エンド）

[Translation done.]